

# ORDER

**KSNV**

**Orders**

**Order / Rev:** 108359

**Alt Order #:** \_\_\_\_\_

**Product Desc:** October 2012 Campaign - Supplemental

**Estimate:** \_\_\_\_\_

**Flight Dates:** 10/30/12 - 11/05/12

**Original Date / Rev:** 10/29/12 / 10/30/12

**Order Type:** GENERAL

**Primary AE:** Kevin Goodell

**Sales Office:** VEGS

**Sales Region:** Local

**Agency**

**Name:** Policy Communications

**Buying Contact:** \_\_\_\_\_

**Billing Contact:** \_\_\_\_\_

415 S. 6th St.

Las Vegas, NV 89101

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Committee to Re-Elect Judge Kerry Lo

**Demographic:** A25-54

**Product Codes:** PLC12

**Priority:** SELECT PRIORITY CODE

**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:** \_\_\_\_\_

**Order Separation:** 00:05:00

**Advertiser External ID:** \_\_\_\_\_

**Agency External ID:** \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	11	\$6,550.00	\$5,567.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	11	\$6,550.00	\$5,567.50	0.00
<b>Totals</b>	<b>11</b>	<b>\$6,550.00</b>	<b>\$5,567.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/30/12	11/01/12	Today Show	CM	658a-9am	-T-T---	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-T---		2				\$900.00		0.00			
N 2	KSNV	10/31/12	11/05/12	M-F 6-7a WakeUp w/Wag	CM	6-7a	-----	:30	0	\$700.00	1	0.00	NM	4	\$2,800.00
				M-F 6-7a WakeUp w/Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$700.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$700.00		0.00			
N 3	KSNV	10/30/12	11/01/12	Rachael Ray	CM	11am-12pm	-----	:30	0	\$325.00	1	0.00	NM	2	\$975.00
				Rachael Ray											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWT---		3				\$325.00		0.00			

Order / Rev: 108359  
 Alt Order #:  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Committee to Re-Elect Judge Kerry Louise  
 Product Desc: October 2012 Campaign - Supplemental  
 Estimate:  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KSNV	10/30/12	11/01/12	Rachael Ray Rachael Ray	CM	11am-12pm	-----	:30	0	\$325.00	1	0.00	NM	2	\$975.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>    <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      Week: 10/29/12    11/04/12    -TWT---            3    \$325.00    0.00                 </div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u>                      1 KSNV 10/29/12-11/04/12 Rachael Ray    11am-12pm    -TWTh-----    :30    <del>(\$325.00)</del>    0.00    NM                          See MG 3.4,3.5                          [.NOT AVAILABLE RATE] NOT AVAILABLE RATE                      2 KSNV 10/29/12-11/04/12 Rachael Ray    11am-12pm    -TWTh-----    :30    <del>(\$325.00)</del>    0.00    NM                          See MG 3.4,3.5                          [.NOT AVAILABLE RATE] NOT AVAILABLE RATE                      3 KSNV 10/29/12-11/04/12 Rachael Ray    11am-12pm    -TWTh-----    :30    <del>(\$325.00)</del>    0.00    NM                          See MG 3.4,3.5                          [.NOT AVAILABLE RATE] NOT AVAILABLE RATE                      4 KSNV 11/04/12-11/04/12 Chris Matthews 9:30AM SUN 9:30a-10a    -----Su    :30    \$600.00    0.00    NM                          Ⓜ MG for 3.1,3.3,3.2                      5 KSNV 11/03/12-11/03/12 Vegas Inc.    6:30-8pm    -----Sa--    :30    \$375.00    0.00    NM                          Ⓜ MG for 3.1,3.3,3.2                 </div> </div>															
N 4	KSNV	10/30/12	11/05/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-----	:30	0	\$325.00	1	0.00	NM	3	\$975.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>    <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      Week: 10/29/12    11/04/12    -T-T---            2    \$325.00    0.00                      Week: 11/05/12    11/11/12    M-----            1    \$325.00    0.00                 </div> </div>															
													Totals	11	\$6,550.00